

Application Summary Sheet

Form A

ARIZONA COMMISSION ON THE ARTS

Applicant: **ASU Office of Public Art**

Project Dir.: Dianne Cripe

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Website:

Application Number: 066-05

Category: **PUBLIC ART**

Project Title: Temporary Public Art Collaboration

Discipline: 14

Project Discipline: 05

Activity Type: 06

Legislative Dist: 027

Congressional Dist: 005

Address: P. O. Box 872102, Tempe, AZ 85287

County: Maricopa

Authorizing Official: Deborah Shaver

Applied Last Year: ☐ No

REQUEST

Total ACA Grant Requested: \$4,000

Grant Amount Recommended: \$2,800

Previous Years Funded: ☐ FY2004

☐ FY2003

☐ FY2002

Rank: M

Other applications from this organization:

Supplemental Materials: ☐ Slides ☐ CDs/Tapes ☒ Season Brochure ☐ Other:
☐ Photos ☐ Video ☐ News Clippings

Panel Comments:

ASU Office of Public Art, 066-05, Temporary Public Art Collaboration

Strengths:

There is a history of public art in the city and on campus. - f

They present how they will do outreach to get artists to apply. - f

Community representatives will be involved in choosing the artists. - f

Administrators are experienced. - f

Project reflects the blurring of the lines between the city and the university. Nice to see these two entities collaborating. - j

Nice inviting call-to-artists. - j

Like the use of local artists and the regional thinking. Good that they are focusing on emerging artists. - j

This also helps build of qualified applicants for the field of public art. - j

Budget is very reasonable. - j

Majority of money goes to artists. - j

Weaknesses:

Don't feel \$6,000 for temporary projects is a lot. - j

Would love to see the neighborhood brought in - considered better. - j

If the neighborhoods don't like the projects, they will go away because of their temporary nature but it would be good to get in front of this somehow. - j

*Arizona State University Public Art, ASU/Tempe Public Art Collaboration
ACA Project Grant 2004-2005*

Applicant Name: Arizona State University Office of Public Art

Contact Person: Dianne Cripe

Phone: 480/965-0951

Email: dianne.cripe@asu.edu

Project Title: ASU/Tempe Public Art Collaboration

Begin Date: July 1, 2004

End Date: June 30, 2005

Project Summary: The Arizona State University Office of Public Art and the City of Tempe Cultural Services Department are collaboratively sponsoring a temporary public art exhibition that will explore the theme of blurred boundaries along an area of Mill Avenue where the university merges with the city.

1. Artistic Quality and Creativity of the Project

The mission of the ASU Office of Public Art is to enrich the cultural life of the campus and the larger Valley community, reflect ASU's great diversity, and provide a lively forum for the discussion about art and the context in which it was created. The role of public art is integrated into the fabric of the ASU community through partnerships with several campus and community organizations. The City of Tempe Cultural Services' mission is to make the arts accessible and vital to the community. The city's public art program strives to offer an abundance of options for the community to learn and understand more about public art. Tempe's history of progressive permanent and temporary projects is a point of departure for education and collaboration.

This temporary public art exhibition is the first public art collaboration of its kind between the university and the city. Though many universities have adversarial relationships with their local communities, Arizona State University and the Tempe maintain a favorable rapport that has been noted by cities nationwide. This project is a realization of that partnership. This collaboration meets the needs of both organizations by offering diverse examples of art in a public setting and visually enhancing both communities. The college's Office of Public Art and the City of Tempe Cultural Services Department will share both costs and administrative duties.

The exhibition will take place in the well-traveled area on Mill Avenue between University and Apache, where the campus meets the community. The city has recorded more than 35,000 vehicles traveling that section of Mill during a 24-hour period. Where ASU ends and the city begins is, to some extent, irrelevant. Both share a common history and have developed over time within the same context. Artworks selected for this project will reflect that theme of blurred boundaries and shared history.

Both the city and the university Office of Public Art will distribute a prospectus to regional artists asking them to respond to the site by addressing these themes. Artists will be encouraged to think innovatively in terms of interpretation and media. This prospectus will be disseminated widely through a variety of ways in order to reach artists throughout this region, particularly in Arizona. Artists will be asked to submit their ideas in the form of a short proposal and include slides of relevant projects with a current résumé. A panel of five to nine members representing both the university and the local community will select three artists to install works in Tempe's Birchett Park, and on the lawns of Grady Gammage Auditorium and the Music Building. Artists will receive an all-inclusive fee of \$6,000 to design, fabricate, install and de-install their work. The exhibition will be installed in mid-January 2005 and de-installed at the end of May 2005. There are no restrictions regarding media or size. The university and the city will maintain the artwork while on display. To inform the viewer of the project and give contact information, the Herberger College graphic design group will create signage, an exhibition brochure, and a Web site. Arizona Commission on the Arts funds would be used to underwrite the costs of the three artists' honoraria.

2. Ability of the project to serve the needs of the community, including potential public exposure and public benefit, and efforts to reach artists and audiences from culturally diverse groups.

This exhibition will serve as a temporary extension of ASU's public art program by bringing innovative and relevant examples of contemporary public art to the greater Tempe community. Both ASU and Tempe will benefit by this visual enhancement of a much-traveled corridor. This exhibition also furthers the arts district concept of Mill Avenue which begins at Gammage Auditorium and includes the Music Building, ASU Art Museum and Ceramics Research Center, several School of Art galleries, and will continue in 2006 with a university arts and business gateway planned for the corner of University Drive and Mill Avenue. This corner will provide more gallery and office space for the university's colleges of fine arts and business. In 2006 the City of Tempe will open the Tempe Center for the Arts, a home for Tempe-based arts organizations, west of Mill Avenue on Tempe Town Lake.

Artists installing their works will be available to answer questions from the more than 1,100 School of Art students, 2,000 students from the College of Architecture and Environmental Design, and interested members of the community. Art teachers at nearby Tempe high school will be encouraged to bring their students to the installation and opening event. ASU recently approved a graduate certificate in public art, which requires an internship component. For students in this program, whether serving as interns or just enrolled in the program, working with the selected artists would lend invaluable insight into the public art process and practical aspects of installation and maintenance.

For the passengers of the more than 35,000 vehicles that pass through this area each day, the exhibition will provide a new perspective on familiar territory, furthering discussion about site-responsive artwork and context. One of the benefits of Tempe's public art program is its presence around the forty square miles of the city. Many of the bus stops, recreation centers and fire stations, for example, have art incorporated into the built environment. All of these sites draw diverse populations that interact with the pieces on a daily basis. The audience that the two public art programs serve is only limited by the number of people who drive, walk or take the bus around Tempe and ASU. But, this temporary project would reach an area where neither the city nor ASU currently has public artworks.

The downtown Tempe and ASU communities see a particularly abundant and diverse population throughout the winter months. Events at the Tempe Town Lake and ASU pull in audiences from outside of Tempe into the main arterials. Mill Avenue and Apache Boulevard see increased seasonal traffic for exposure to new audiences. For local residents and commuters, artwork along these streets will provide exposure to public art, and visual interest unmatched during other parts of the year.

For emerging artists, and university students would be considered in this group, this project would serve as a professional development opportunity. Displaying artwork in the public realm requires specific skills, such as meeting the demands of risk management departments and a thorough knowledge of materials. Often university students in the areas of sculpture and intermedia are not trained to anticipate the demands of work sited in public spaces. This project will benefit emerging artists by preparing them to make the step into this specialized, and burgeoning, field. The experience gained will better prepare them for the competitive field of public art, and give their work exposure in a very public venue. A prospectus will be disseminated broadly via listservs and regular mail to reach artists of diverse backgrounds.

Programming will include an opening event that will draw a variety of audiences throughout the university and neighboring community, and will include tours to interested groups.

3. Managerial/Administrative Ability of the Applicant Organization to Carry Out Arts Program and Properly Administer Funds Granted.

The project managers for this grant are Dianne Cripe, Director of Public Art for Arizona State University and Leah Wiebe-Smith, Public Art Program Coordinator for the City of Tempe. Brief résumés for both are included with this grant application.

A common goal between the partners is to support and encourage emerging artists to further their entry to public art careers. We anticipate that this project will attract emerging Arizona and regional artists. To specifically target these groups, we will use Web-based and printed materials. An indicator of success will be the number of applicants who have little to no previous public art experience.

4. History of the Organization Presenting, Producing or Serving the Arts.

The basic mission of the Office of Public Art is to enrich the cultural life of the ASU and surrounding communities. While this department, within the Herberger College of Fine Arts, has only been in existence for three years, it has completed three public art projects on campus and restored four artworks of various media created between 1934 and 1987. It has also sponsored the "White Wall" mural project, which displayed the work of seven School of Art students on a temporary construction wall for one year. This project was well received by the entire campus. Currently this office is working with noted poet Alberto Rios and the Virginia Piper Center for Creative Writing to place ASU students' poetry on several carts that travel throughout the campus and on Mill Avenue to ASU offices in the Brickyard. Both of these projects serve the community by giving students the opportunity to showcase their work in the public venue and enliven the campus and local community. In April 2004, this office will host its second public art lecture, "Buster Simpson: Art in the Public Domain." Simpson's talk is particularly relevant as he is currently designing the light rail bridge over Tempe Town Lake. The previous lecturer was Ned Kahn, who was selected to create public art for the Mesa Arts Center and the Tempe Center for the Arts. This office gives numerous tours each year to students and campus visitors.

The City of Tempe's public art program has focused on ways to connect with the population of Tempe through unique means. Using transit-related structures and busses to entertain a dialogue with the public has proven extremely successful. In the past, the program has supported temporary placards inside busses, wraps on bus exteriors and permanent artist-designed transit shelters. Currently, the program is making connections with neighboring schools and non-profits to provide education about public art.

5. Appropriateness of the Applicant Organization's Budget to Carry Out its Proposed Programming.

Please see attached budget forms.

Project Budget

Outline below the budget for the specific project described in this application. Itemize expenses in each category. Refer to the Glossary for explanation of terms. Please round numbers to the nearest dollar. *This form automatically calculates totals; the "0"s will change to totals once you've entered your figures. Tab through entire form to get accurate totals.*

EXPENSES

Expenses (cash only)

Cash Income

(Revenue + Support)

Revenue (earned income - cash only)

Salaried Personnel/Staff	
a) Administrative # of staff	\$
b) Artistic # of staff	\$
c) Technical/Prod # of staff	\$
2. Contracted Services	
a) Artists	\$ 18,000 ✓
Honorarium: 3 artists x \$6,000	

b) Consultants/Other Experts	\$
3. Production Expenses	\$
4. Space Rental	\$
5. Travel	\$
6. Marketing/Promotion	\$ 3,500
Brochure and other printed marketing material \$3,000	
Distribution and printing of Call for Entries \$500 ✓	

7. Remaining Operating Expenses	\$

8. Total Cash Expenses	\$ 21,500
(Total Items 1 thru 7)	

9. Admissions \$

10. Contracted Services \$

Other Revenue \$

Support (contributed income)

12. Corporate Contributions \$

13. Foundation Grants \$

14. Other Private Contributions \$

Government Support

a) Federal	\$
b) Regional	\$
c) State (do not include this request)	\$
d) County	\$
e) City	\$ 7,500

Total Government Support \$ 7,500

16. Applicant Cash \$ 10,000

17. Cash Income Without Grant \$ 17,500
(Total items 9 thru 16)

18. Grant Amount Request \$ 4,000

19. Total Cash Income \$ 21,500
(Total Items 17 and 18)

NOTE: CASH EXPENSES MUST EQUAL CASH INCOME

2e